ABSTRACT OF THE DISCLOSURE

A digital camera which can change gradation properties comprises a CCD image pickup element 105 for photographing a subject, an exposure control mechanism 103 for controlling an exposure on the image pickup element 105, a digital processing circuit 108 including a gradation converting circuit for being capable of generating image signals having different gradation properties (gamma properties) based on the output signal from the image pickup element 105, and a system controller 112 including a selecting circuit for selecting one of the different gradation properties, which is used in the gradation converting circuit. In the digital camera, to suppress the change of a sensitivity (output level) due to the a change of the gradation property, the exposure control mechanism 103 changes a control target value to control the exposure in accordance with the selected gamma value so that the output level is maintained at constant in the average exposure.